



Plastic Reprocessing Program (PRP)

Keep America Beautiful is launching a two-phased pilot plastics collection program to collect source separated littered plastic items. Based upon a 2019 statewide litter study in Pennsylvania plastics account for 30% of roadway littered items. As part of the Great American Cleanup efforts, KAB will work with a group of affiliates within a 500-mile radius of Tyler Texas to source separate collected littered plastic items. The collected plastics will be transported to New Hope, a chemical recycler, in Tyler Texas where they will be reprocessed. The goal of the pilot is to identify cost-effective collection, hauling, and reprocessing options; with the ultimate goal, contingent upon available markets, is the reprocessing of the collected materials into plastic polymers for use in the manufacturing of recycled content products.

The second phase of the pilot PRP is to identify several KAB Affiliates and Communities willing to conduct a rigid and film plastic collection drive. The intent is to build a critical mass of difficult to recycle plastic items to create viable recycling infrastructure and markets for these materials. Following the models of the early recycling paper and electronics drives, KAB hopes that conducting plastic recycling drives will help build the critical mass of hard to recycle products necessary to support recycling markets for these materials. The drives will accept all forms of plastics, except for PET and HDPE bottles and containers. The drives are intended to provide a reprocessing outlet for the hard to recycle plastics like, rigid single serve containers, lawn furniture, used toys, etc. The collected plastics will be transported to New Hope, a chemical recycler, in Tyler Texas where they will be reprocessed. The goal of the pilot is to identify cost-effective collection, hauling, and reprocessing options for plastic items traditionally not collected in curbside recycling programs, with the added goal of “cleaning-up” the recycling stream headed to Material Recovery Facilities. The ultimate goal, contingent upon available markets, is the reprocessing of the collected materials into plastic polymers for use in the manufacturing of recycled content products.

Plastic Reprocessing Program for Plastic Litter	Responsibility of:		
	KAB	Affiliate	New Hope
Activity			
Sign-up for Plastics Reprocessing Litter Collection Pilot		X	
Create plastics collection training materials	X		
Distribute Cleanup Supplies: Litter Grabbers/Safety Vests/Orange Bags	X		
Create "one-pager" describing chemical recycling & project goals	X		
Create model press release for local release	X		
Collect Plastic Litter in source separated orange bags		X	
Track & report the total number of "full" bags of plastic litter collected		X	

Plastic Reprocessing Program for Plastic Litter		Responsibility of:	
Activity	KAB	Affiliate	New Hope
Store bags of collected plastic litter		X	
Issue press release regarding plastic collection element of GAC event		X	
Per designated schedule, load stored bags in collection truck		X	
Create route and schedule pick-up of collected plastic litter			X
Coordinate collection schedule with affiliates	X		
Transport collected plastic litter per designated collection route			X
Process collected plastics			X
Track & report total weight of plastics collected			X
Write case study of pilot plastic litter collection	X		

Plastic Collection Drives for Plastic Reprocessing Program		Responsibility of:	
Activity	KAB	Affiliate	New Hope
Express interest in hosting a plastics collection drive		X	
Create survey that identifies collection drive options and requirements	X		
Complete community plastics collection drive survey		X	
Notify Affiliate they have been selected to part of the pilot program	X		
Create marketing materials to promote collection drive and identify what materials are accepted	X		
Create "one-pager" describing chemical recycling & project goals	X		
Create model press release for local release	X		
Host plastics recycling collection drive		X	
Identify a recycling processor in the region		X	
Negotiate with MRF or local recycling process to bale collected plastics	X	X	
Arrange for collection vehicles to transport collected materials to MRF and/or storage facility for items brought to the collection drive (could also be done with a designed pickup)		X	
Create model press release for local release	X		
Issue press release regarding plastic collection drive		X	
Per designated schedule, load stored plastics in collection truck if not at a MRF		X	
Create route and schedule pick-up of collected plastic litter	X		X
Coordinate collection schedule with affiliates	X		
Transport collected plastics per designated collection route			X
Process collected plastics			X
Track & report total weight of plastics collected			X
Write case study of pilot plastic litter collection	X		